

# UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

A

09/10/99  
Jc712 U.S. PTO

Attorney Docket No.: 4154-3

Inventors: Michael F. Braitberg of 440 Broken Fence Road, Boulder, Colorado 80302  
Steven B. Volk of 3805 Norwood Court, Boulder, Colorado 80304

Express Mail Label No.: EL417664835US

Title: CONTENT DISTRIBUTION METHOD AND APPARATUS

Jc518 U.S. PTO  
09/393899  
09/10/99

Assistant Commissioner for Patents  
Box Patent Application  
Washington, DC 20231

Enclosed for filing with the above-identified utility patent application, please find the following:

1. ☒ Specification (Total Pages of Text, including Abstract and Claims: 22)
2. ☒ Drawing(s) (35 USC 113) (Total Sheets: 5) ☐ FORMAL ☒ INFORMAL
3. ☐ Oath or Declaration (Total Pages: ) ☐ Signed ☐ Unsigned
4. ☐ Microfiche Computer Program (Appendix)
5. ☐ Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary)
  - a. ☐ Computer Readable Copy
  - b. ☐ Paper Copy (identical to computer copy)
  - c. ☐ Attorney for applicants hereby asserts pursuant to 37 CFR § 1.821(f) that the content of the paper of computer readable copies of SEQ ID No:1 through SEQ ID No: submitted herewith are identical
6. ☐ Assignment Papers (cover sheet & document(s))
7. ☐ 37 CFR 3.73(b) Statement (when there is an assignee)
8. ☐ Power of Attorney
9. ☐ English Translation Document (if applicable)
10. ☐ Information Disclosure Statement (IDS/PTO-1449)
11. ☐ Copies of IDS Citations (Number of References: )
12. ☐ Preliminary Amendment
13. ☒ Return Postcard (MPEP 503) (should be specifically itemized)
14. ☐ Small Entity Statement(s)
15. ☐ Certified copy of Priority Document(s)
16. ☐ A check in the amount of \$0.00 is enclosed.
17. ☐ Other:

## FEE CALCULATION:

	(COL. 1) NO. FILED				(COL. 2*) NO. EXTRA		SMALL ENTITY			LARGE ENTITY	
							RATE	FEE		RATE	FEE
BASIC FEE:								\$380.00	OR		\$760.00
TOTAL CLAIMS:	29	-	20		-20		X \$9 =	(\$180.00)	OR	X \$18 =	
INDEP. CLAIMS:	6	-	3		-3		X \$39 =	(\$117.00)	OR	X \$78 =	
MULTIPLE DEPENDENT CLAIMS							+ \$130 =	\$0.00	OR	+\$260 =	
*IF THE DIFFERENCE IN COL. 2 IS LESS THAN ZERO, ENTER "0" IN COL. 2.							TOTAL:	\$0.00			

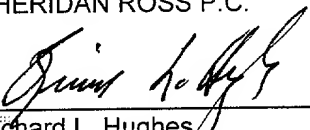
**OTHER INFORMATION:**

1. ☐ The Commissioner is hereby authorized to debit any underpayments or credit any overpayment to Deposit Account No. 19-1970.
2. ☐ The Commissioner is hereby authorized to charge all required fees for extensions of time under §1.17 to Deposit Account No. 19-1970.
3. ☐ Foreign Priority benefits are claimed under 35 USC §119 of Patent Application Serial No. filed
4. ☐ The Small Entity Statement was filed in prior application. Status is still proper and desired.
5. Correspondence Address:

Richard L. Hughes  
SHERIDAN ROSS P.C.  
1560 Broadway, Suite 1200  
Denver, Colorado 80202-5141  
Telephone: (303) 863-9700  
Facsimile: (303) 863-0223

Respectfully submitted,

SHERIDAN ROSS P.C.

  
\_\_\_\_\_  
Richard L. Hughes  
Registration No. 31,264

Date: Sept. 10, 1999

CONTENT DISTRIBUTION METHOD AND APPARATUS

Inventors: Michael F. Braitberg  
Steven B. Volk

Assignee: DataPlay.com  
6200 Lookout Road  
Boulder, CO 80301

Sheridan Ross P.C.  
Suite 1200  
1560 Broadway  
Denver, CO 80202-5141

## CONTENT DISTRIBUTION METHOD AND APPARATUS

Cross reference is made to U.S. Patent Application Serial No. 09/315,398 of Braitberg, et al., filed May 20, 1996 (Attorney File No. 4154-1), 60/140,633, filed 6/23/99 (Attorney File No. 4154-2), and Application Serial No. \_\_\_\_\_ (Attorney File No. 4154-4), entitled "WRITEABLE MEDIUM ACCESS CONTROL USING A MEDIUM WRITEABLE AREA" filed on even date herewith, all incorporated herein by reference.

The present invention relates to a method and apparatus for distributing storable content such as audio, video, text or software content and in particular to a method for distributing and enabling encrypted or otherwise protected content.

### BACKGROUND INFORMATION

Many traditional approaches to distributing stored content, such as audio, video, text or software content, involve distributing media (such as print media, magnetic or optical media and the like) which, once distributed, can typically be freely used by any person having possession of the media. Such a distribution system, however, imposes certain undesirable restraints on how the content is distributed. For example, in traditional distribution methods, payment (or a contract or commitment to make payment) is obtained at the time the media is distributed. This has a number of consequences. The payment typically must be an all-or-nothing payment, i.e., payment for all content which is on the media, even though as user may wish to have only a portion of such content. Typically, this manner of distribution means that distribution of the physical media and payment for content must be tightly coupled such as by providing for both distribution and payment at a retail location, by a mail transaction (such as a typical book club transaction), by electronic downloading and electronic commerce, and the like. Such distribution methods have substantial associated costs, such as costs of warehousing, retail personnel, and the like. Accordingly, it would be useful to provide a content distribution system which can be configured such that distribution of the media can be independent from payment or payment commitments, and/or independent from enablement of the content.

In some systems involving electronic storage of information on media, the media which is distributed is encrypted or otherwise read-protected and the user must provide a code such as a password in order to have access to the content. This approach, however, although it may assist in certain schemes for avoiding unauthorized copying, has typically had other associated disadvantages. Such approaches typically provide for coupling the enablement of protected content to a particular computer or media reader, e.g., such that it is cumbersome or impossible to use the media in more than one machine (such as imposing a requirement for remembering, and then entering, the password when the media is provided in a second computer or reader), i.e., there is no provision for the media itself to provide, to a computer or reader, information regarding previous content enablement. When protection codes or keys are established and stored by a media fabricator (or the fabricator of a media player or host computer), or otherwise provided prior to distribution of content to a user, the system is typically relatively inflexible, provides the potential for using a copy of the code or key to access multiple media, and presents a potential for interception of enabling keys or codes. Additionally, many schemes are configured such that an exact "binary" copy of user-accessible portions of the disk will result in a copy which can be accessed in the same fashion as the source disk. Accordingly, it would be useful to provide a system in which a binary copy of user-accessible portions is at least partially disabled, e.g. requiring a payment to obtain access.

Some systems for producing optical disks allow different disks to have different indicia. Some such systems provide for a step of selectively destroying pre-formatted regions. Such systems have a number of disadvantageous aspects. Systems which selectively destroy pre-formatted regions are inherently destructive and act to destroy, rather than creating recorded data. Such systems operate on pre-formatted regions, thus can not be formed by embossing (which typically occurs simultaneously with formatting). Such systems typically have a relatively coarse resolution, such as being unable to destroy only a single track, without destroying at least one adjacent track). Such systems typically rely on using a specialized device driver to read such a disk, and are typically infeasible for use in modern systems which use a SCSI driver and/or rely on an operating system (such as Windows 98, or the like), for disk read operations. Accordingly, it would be useful to provide a system which can provide disks that have not only information

content-mastered data, but also individualizable, preferably unique, identifiers on each disk, using non-destructive track recording.

Many previous distribution systems, especially those relating to electronically or optically stored information, have been designed to prevent or discourage copying of content. Although certain copy protection systems may involve encryption/decryption, it is useful to understand that copy protection is not the same as content encryption and that copy protection is not the same as copyright protection. Implementation of effective copy prevention measures means that the entire cost for making copies falls on authorized distributors. Accordingly, it would be useful to provide a system in which users are permitted or encouraged to make copies, and thus bear the cost of copying, while providing for appropriate payments to content owners and other appropriate entities. It would be useful to provide a system that does not prevent (and preferably encourages) copying, but which does provide copyright protection.

Some system involve a key, code or decryption algorithm which is stored in a player device or host computer in a manner which can make it feasible to obtain the code, key or algorithm, or to defeat the protection procedure, by analyzing or modifying the player or host computer, thus potentially gaining access to any disk used in such player or host computer. Accordingly, it would be useful to provide a system in which access to a player or host key or code will not suffice, by itself, to obtain access to multiple different disks.

## SUMMARY OF THE INVENTION

The present invention includes a recognition of certain problems of previous approaches, including as described herein. In one aspect, the present invention provides for distribution of content by storing content on media in an encrypted or otherwise protected form with the media also being having at least a portion which is writeable, e.g., in a user's media reader device, a retail location device, kiosk, vending machine or the like. As used herein, "information content-mastered" refers to a medium in which content is provided on the medium before it reaches the user. A common example is music CD's in which the music is information content-mastered ("ICM") prior to distribution to users. In one aspect, content access information, preferably enabling reading or access to at least portions of the stored content, may be written to or stored

on the media, e.g., in exchange for payment. Preferably, the active codes stored on the media are used in conjunction with a media serial number or other media identifier in such a manner that a code which permits access to content on one copy (having a first serial number) will be inoperative to provide access to such content on a second copy (having a second serial number).

5           According to one aspect, having media identifiers in protected content are distributed in any a number of fashions including blind or targeted mass distribution which may be free distribution if desired, retail location distribution preferably with store-based enablement of at least some content in exchange for payment made at the retail location, via a manned or unmanned kiosk or vending machine, or other distribution methods. Typically, a user who  
10           wishes to enable currently-protected content will make a payment, or a commitment for payment, such as in a remote fashion, e.g., over the Internet, and will receive (preferably electronically and preferably in a fashion transparent and substantially unknown to the user) a code, calculated to work in conjunction with the media identifier so as to enable the desired content. Such code, or information related to the code, is stored on the media itself. In this fashion, once the content is  
15           enabled, it may be accessed in any of the plurality of readers. Furthermore, separate transactions can be performed, if desired, for accessing separate portions of the stored content (such as selected tracks of a multi-track music media) allowing users to pay for, and access, only the portions of the content desired.

          In this way, the distribution of the media can be substantially separated from payment and  
20           enablement of content such that it is not necessary to obtain payment, or a commitment for payment, at the time the media is distributed. This makes it feasible to mass distribute and/or blind or target distribute media, e.g., without charge, while still obtaining appropriate payments for content. Because the system permits a particular copy to be played in multiple players yet protects against unpaid-for access to content on copies made from the access-enabled copy, free  
25           copying of the media can be permitted and even encouraged, since users of the copies must still make payment in order to obtain access and thus the cost of making copies is shifted from manufacturers to users. Preferably, media identifiers or other media-stored information can be used to discern whether a payment is being received for a user-made copy or a manufacturer-

made copy and, if desired, different payment requirements may be imposed (e.g., to avoid charging users for the cost for the manufacturing cost of user-made copies).

Because it is possible to selectively enable some content while protecting other content, media may be distributed with free content which can include, e.g., advertisements, either for protected content thereon or general advertising. Advertising can be presentational or interactive (e.g. prompting for user input and, preferably, providing additional advertising content in response to such prompted-for input). In some embodiments, advertising may be provided on fully or partially blank media (intended to be used by users for copying other media) and price structures for blank and/or for content-bearing media may be established depending on the presence or absence (or the enablement or nonenablement) of advertisements. In some embodiments, non-disabled advertisements are automatically displayed by a media reader.

In one aspect, access code calculation procedures are protected by restricting the number of Internet sites or other facilities where access code calculations are performed, such as by providing only one, or only a relatively few number of such sites. Thus, preferably a single access code calculation entity would provide access code calculations for a plurality of different media manufacturers and/or content owners. In one embodiment, the access code calculation site can accumulate a database of information regarding purchasers of content, either directly, from the media or content owners or manufacturers, and/or from electronic means such as "cookie mining" and the like. Such a database is likely to be of relatively high quality since it relates primarily only to paying customers and since it relates to customers of multiple different media manufacturers and/or content owners. Accordingly, one aspect of the present invention involves using, exploiting, selling or renting information from databases obtained at an access code calculation site or entity.

In one aspect, media which stores protected content is distributed to users without the need for payment at the time of media distribution. Payment can be performed at a later time in response to which content may be enabled, and/or users may selectively pay for, and receive enablement of, content such that only portions of content on given media may be accessible at a given time. Following the first enablement of content, access rights may be expanded or otherwise changed, e.g., in response to a second payment.



## BRIEF DESCRIPTION OF THE DRAWINGS

Fig. 1 is a block diagram showing several major components of a system according to the present invention;

Fig. 2 is a block diagram including details of a production component of a system according to the present invention;

Fig. 3 is a block diagram depicting a direct mail distribution system;

Fig. 4 is a block diagram depicting a retail store distribution system;

Fig. 5 is a block diagram depicting a user-copying distribution system according to an embodiment of the present invention;

Figs. 6A-6F are block diagrams depicting sequential stages in media enablement according to one embodiment of the present invention;

Fig. 7 is a block diagram depicting advertising-content embodiment of the present invention; and

Fig. 8 is a block diagram depicting flow of information and codes among various entities according to an embodiment of the present invention.

## DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT

As depicted in Fig. 1, in one embodiment media are produced by a production system 112, with the media including serial numbers or other preferably unique (or sufficiently distributed) media identifiers and preferably some media including content, for example, audio, video, or other image, text, software or other storable content, at least some of which is encrypted or otherwise read-protected. The media preferably includes at least a portion which is writeable, such as being serially-writeable. Preferably, the content is provided in a relatively efficient fashion such as by injection molding or other mastering techniques. Methods and apparatus which can be used in connection with fabricating appropriate media, reading such media, and/or protecting content are described, e.g., in U.S. Patent Application No. 09/315,398 filed May 20, 1999, (Attorney File No. 4154-1) U.S. Provisional Patent Application No.60/140,633, filed June 23, 1999, (Attorney File No. 4154-2-PROV) or U.S. Patent Application No. \_\_\_\_\_, filed on

even date herewith (Attorney File No. 4154-4). One or more distribution systems 114 are used for providing such media to users 116 who can, if desired, enable some or all of the protected content 118, e.g., as described below.

As depicted in Fig. 2, typically a content owner 212, who may be, e.g., an author, composer, publisher, music or motion picture production company and the like, provides content 214 to a mastering facility 216. It is contemplated that typically the content 214 will be provided in unencrypted form, typically in digital form, although at least some features of the present invention can be used when content is provided in unencrypted and/or in nondigital, e.g., analog, form. Although mastering 216 is depicted, in Fig. 2, as a separate unit from the content owner and the fabrication, it is possible for some or all units of production 112 to be provided by a single entity. Mastering 216 provides a number of items to a injection molding or other fabrication facility 218. In some embodiments, production of content involves encrypting or otherwise modifying the content. In other embodiments, content may be protected by merely setting or clearing read permission flags for various content which are recognized and enforced by media readers. In other embodiments, content may be protected by selectively encrypting or modifying file information such as a file allocation table (FAT) and the like. In the depicted embodiment, the protected content 222 is passed to the fabrication facility 218. Preferably, media information is also provided 224 which may include information such as type of media (video verses text verses audio and the like) format (both data encoding format and sector and similar information, i.e., media formatting information) and/or user-intended information (titles, authors, composers, artists, lengths or sizes of content and the like). In some embodiments, partial content-enablement keys or codes may be provided 226. For example, in some embodiments, it is desired to provide access permissions which are based on three or more items, such as a combination of a media serial number, a partial access code 226 and/or a stored access code (e.g., in exchange for payment as described below). In some embodiments, it may be desired to positively control access to all content, such that all content is associated either with a code preventing access or with a code denying access. In these configurations, when there is some content which should be initially available to a user (such as instructions on how to use disk, instructions on how to make payments and/or obtain access, advertisements or the like)

appropriate codes permitting access to such information may be included 226. In other embodiments, default systems may be used, e.g., such that access to particular contents is denied unless access permission codes are stored on the disk or systems in which access to contents is always permitted unless a code denying access is stored on the disk.

5 Software useful in connection with obtaining or storing access codes and/or otherwise using the disk, are preferably stored on the disk 228. These can include, e.g., small applications (applets) which recognize and/or display certain types of information, such as instructions, advertising and the like, applications which assist in, or which automatically connect a user to an Internet site or other payment or access code calculation site, and the like.

10 The fabrication facility 218 generates the media containing the various items 222, 224, 226, 228 received from mastering 216, as well as providing a serial number or other media identifier 232. The media identifier may include information regarding or identifying the content owner or manufacturer, date of production and similar information. The media identifier in some embodiments is preferably unique to each optical disk or other media. It is possible, however, to provide configurations in which the media identifier is not necessarily strictly unique, in which the probability for duplication is sufficiently low that there is relatively little likelihood of substantial loss of income from unauthorized use or copying arising from such duplications.

15 In some embodiments, it is useful for enablement system 118 to have access to information related to serial numbers 232, media information 224 and the like. For example, it may be useful for an enablement facility 118 to receive information 234 specifying a range of serial numbers which was used for blank media and another range of serial numbers which was used for content-bearing media. It may be useful for an enablement facility 118 to receive information 236 specifying that a certain disk title is associated with, for example, 17 separately-  
20 enableable media tracks, and or indicating that such media tracks are associated with particular ranges of serial numbers.

25 Distribution of the fabricated media can be performed in a number of fashions. As depicted in Fig. 3, distribution can be unsolicited, e.g. by direct mail, including in a blind or targeted fashion, and can be free distribution or distribution at reduced cost 312.

In the embodiment of Fig. 4, distribution occurs when a user 116 visits a retail store 412. In this embodiment, the media stock maintained by the retail store is at least partially disabled (such as being encrypted). In this way, users cannot access content on the media until the retail store has enabled such content, e.g., by receiving access codes 416 from an enablement facility 118. This not only discourages shoplifting but also provides users 116 with flexibility such that the user may request that only portions of the content on the media (e.g., certain initially desired music tracks on a music medium) will be enabled at the retail location 412. In one embodiment of the invention, if the user pays for only partial enablement, the user may later arrange 416 with an enablement facility 118 (e.g., as described below in connection with Figs. 6A through 6F) for enabling additional content. If desired, some or all steps involved in the enablement can be performed in a self-service fashion, such as by a user interacting with a kiosk or vending machine which can receive payment (e.g. using a coins or cash handler) or payment authorization (e.g. for authorizing a charge account or debit account, e.g. using a credit card reader). In this sense a retail location can be a kiosk or vending machine.

In the embodiment depicted in Fig. 5, after a first user 512 receives media (by any of the various distribution channels 114), the user 512 may make one or more copies, e.g., by copying onto a blank disk, which may be distributed to another user 514. The blank disk contains at least some writeable In this way, some of the costs of copying, such as the cost of the blank disk, the time and facilities for making copies and the like, is borne by the user 512. In at least some configurations, the copy distributed to the second user 514 has at least some content which is not enabled, e.g., because the serial number stored on the second copy 232 will differ from the serial number on the source disk. Accordingly, the second user 514, in order to access the content, uses an enablement facility 118 to obtain appropriate access codes, preferably in exchange for payment, 516, e.g., as described more thoroughly below.

As depicted in Fig. 6A, in one embodiment, in order to achieve enablement of some or all protected content, a user initially sends an inquiry to an enablement facility which, in the depicted embodiment is a Internet web site 612. The web site 612 sends a message to the user's computer or other Internet appliance which includes a read request 614 for reading information from the media. In response, the user's computer or Internet appliance sends appropriate signals

to a media reader such as an optical disk reader as described in Serial No. 09/315,398, supra, 616 for reading appropriate media information 618 (Fig. 6B). The media reader 616 reads media information and transfers this information 622 to the user's personal computer (PC) or Internet appliance whence it is transferred 624 to the web site 612 (Fig. 6C). Preferably, the transferred media information 624 includes information relating to identification of protected content sufficient for the web site 612 to formulate menu information 626 (Fig. 6D) for presentation to the user 116. For example, the media information 624 may include titles or other descriptors of content which is stored on the disk and information about access options that may be obtained by the user. When access options relate to content which is not currently accessible to the user, the access option may include one or more options for paying to obtain various types of access. When access options relate to content which is currently accessible to the user, access options may include options for obtaining various types of enhanced access such as access for additional or longer periods of time, different types of access (such as write access in addition to read access, access to additional components such as illustrations, animation, music, additional languages, subtitles and the like).

Although the embodiment depicted in Figs. 6A through 6D provides for displaying a menu of access options to the user which is generated at a remote location such as a web site 612, it is also possible to provide configurations in which all the information and software needed for displaying access option menus to the user are provided locally, such as on the media itself and/or the reader 616.

If the user 116, viewing a menu or similar information, decides to request additional access to the media, the user makes selections or otherwise provides inputs to the user's PC or Internet appliance which results in one or more messages 628 being sent to the web site 612 requesting the placing of an order for additional access and authorization for making payments (such as charging to a credit card or other account). In some embodiments the web site 612 may be configured to request or elicit user information 623, e.g., for storing in a database 634 such as information identifying the user, user address, phone, fax or e-mail number, and the like. In some embodiments, user information 632 may be obtained substantially automatically such as by uploading information from the user's computer or other Internet appliance. Although it is

possible to configure the web site 612 such that it implements the necessary electronic commerce (provides the proper charge to the user's credit card account or the like). It is contemplated, that, in many situations, web site 612 will couple to the services of an electronic commerce (e-commerce) service 636, e.g., in a manner that will be understood by those of skill in the art after understanding the present disclosure.

In order to provide the additional access which the user has ordered, certain information is preferably provided to, and recorded on, the media as described below. Although it is possible to implement embodiments of the present invention by having the web site 612 perform necessary access code calculations, it is generally preferred to have a relatively limited number, such as one or few, entities with the capability of performing the necessary calculation. This is because the algorithms used for performing such calculations are preferably kept secret and unavailable to the general public (in order to prevent users from obtaining unauthorized or unpaid-for access to content). However, it is contemplated that there may potentially be a relatively large number of different web sites 612 to which a user might be able to connect for selecting access options and/or making payments. Accordingly, it is generally preferred to provide a separate validation site 642 to which multiple web sites 634 may couple. Although it is possible to configure the system such that the user continues to communicate directly with the web site 644 which acts to pass messages to and from the validation sites 642, it is preferred to perform a redirection wherein the web site 644 passes a validation packet 646 to the validation site 642 and, thereafter, the user sends messages to and receives messages from, the validation site 642 directly (Fig. 6E). Preferably this is done in a substantially transparent fashion such that the user may not even be aware that a redirection has taken place and, in any case, can proceed with the transaction without knowing or being aware of the resource locator or other address of the validation site 642 (e.g., as a security precaution). Although in the configuration depicted in Fig. 6D, the payment was performed by a coupling of the web site 612 to the e-commerce service 636, it is also possible to provide configurations in which payment processing is performed by or through the validation site, e.g., by a coupling of the validation site to an e-commerce service 636a.

Preferably, the access code which enables access to content is a code which operates in conjunction with the media serial number. For example, the media reader 616 may be configured such that access to given content is permitted only if a recognized access code results from a hashing or other combination or procedure performed on both the serial number of the media (read directly from the media) and a code stored on the media. Accordingly, the appropriate code, in order to achieve given access, will be different for every different serial number and thus for every different disk or other media. In order for the validation site 642 to calculate the proper code for a given medium, the validation site obtains the disk serial number or other media identifier, e.g., by sending a request 648, in response to which, the user's PC or Internet appliance sends commands for reading the serial number 642 to the reader 616 which then responds with the serial number or other media identifier 654 which is then transferred 656 to the validation site. Preferably, the serial number is encrypted, e.g. using an encryption process preferably stored or embedded in the player 616, before the serial number is transmitted. If desired, the system can also be configured such that other information is returned such as user information, e.g., for storing in a database 658. The validation site 642 calculates a calculated partial key which, when properly combined with the media serial number, will result in an access code recognized by the player 616 as permitting the desired access. The calculated partial key is then transmitted 662 (Fig. 6F), preferably in an encrypted form which can be decrypted by a decryption process stored or embedded in the player 616, to the user's computer or Internet appliance which controls the reader 616 for storing the calculated partial key (or information based thereon) onto the writeable portion of the media. The user can thereafter access the desired content, including using a second, different player 653 if desired, without the need to record or enter additional codes. In one embodiment, the media player tests the recorded code to determine if it will result in a proper access code. In this way, if there has been a data transmission or other error, the player can request that the validation site recalculate or retransmit codes.

As depicted in Fig. 7, in some embodiments, when the disk or other media is fabricated 218 it includes one or more advertisements which may be advertisements for protected content 712, e.g., provided from the content owner 212 publisher and the like, and/or one or more

general advertisements 714. It is anticipated that general advertisements 714 will be most effectively selected or configured in conjunction with a demographic or customer base database 716 such as the database compiled by the validation site 642. As noted above, it is preferred that the validation site 642 be coupled to a plurality of web sites 644 and preferably not limited to a single media publisher or fabricator. Accordingly, a database 658 from a validation site 642 is expected to be of relatively high quality since it contains information on media access customers for a variety of different publishers and/or content providers.

In the configuration depicted in Fig. 8, the content provider 812 may include, for example, book publishers, music publishers, game or software providers or publishers and advertisers. In one embodiment, publishers will provide content in digital format for mastering (molding) onto media. In addition to protected, e.g. copyrighted, content, publishers may add free promotional, attract or other materials. Packed media can be distributed through the publisher's existing traditional distribution channels. For example, protected-content media may be provided 814 to content distributors 816 which can include, for example, book sellers, electronic stores, mass merchandisers, advertisers, electronic commerce sellers and the like. The media are distributed 818, through various channels, to consumers 822 in the form of, or useable in connection with, personal electronic devices (PED) such as digital cameras, Internet music players, electronic books, games and the like. Consumers may also obtain digital appliances 824 and/or private labeled media 826, e.g., from consumer electronic manufacturers such as makers of personal electronic devices, MP3 players or other music players, electronic books, games or digital cameras, e-book readers, and other electronic devices including a variety of personal electronic devices (PED's) and/or Internet appliances 828. Media can be distributed through traditional retail channels such as camera stores, computer stores, bookstores, grocery stores, catalog or Internet mail-order, etc. Via an Internet connection, such as via a web site, an e-commerce site and the like 832, consumers can communicate and/or receive keys or codes (e.g. for accessing protected information), engines or other software, media and accessories, and/or consumer demographic information, to or from a validation site 834. The validation site may receive digital content 836, 838 from content providers or manufacturers 812, 828 and/or can provide protected media 842, 844 and/or engines or other applications or software 846. The



validation site 834 can generate such media or engines, as well as perform enabling of access (e.g. via keys, codes and the like), content mastering and/or encryption, and accumulation or storage of consumer demographic databases.

In light of the above description, a number of advantages of the present invention can be seen. The present invention can assist in distributing content to potential users or consumers, e.g., by providing a system in which distribution of content-bearing media is separate from enablement and/or payment systems. The present invention makes it easier to implement a system in which users can readily receive stored content and can obtain access to only that content which is desired, including, in some configurations, only portions of content on given media. The present invention can facilitate systems in which protected content can be readily copied and in which copied content is accessible only after payment of appropriate fees. The present invention can assist in providing a wide variety of different types of access, as selected or needed by different users.

A number of variations and modifications of the invention can be used. It is possible to use some features of the invention without using others. For example, it is possible to use mass or blind distribution of content with later enablement in return for payment, without implementing collection of user information for accumulating databases. It is possible to provide processes which perform steps in different order than those depicted or described or which have more or fewer steps.

Although the present invention has been described in connection with media as described in Serial No. 09/315,398, supra, the present invention can also be used in other media which include writeable portions such as CD-R, CD-RW, DVD-R media and the like. Although embodiments were described which use Internet communications links, other communication links can be used including local and network (LAN), wide area network (WAN), telephone, cable, fiber optic, radio, infrared or other wireless links and the like.

The present invention, in various embodiments, includes components, methods, processes, systems and/or apparatus substantially as depicted and described herein, including various embodiments, subcombinations, and subsets thereof. Those of skill in the art will understand how to make and use the present invention after understanding the present disclosure.

The present invention, in various embodiments, includes providing devices and processes in the absence of items not depicted and/or described herein or in various embodiments hereof, including in the absence of such items as may have been used in previous devices or processes, e.g. for improving performance, achieving ease and/or reducing cost of implementation. The present invention includes items which are novel, and terminology adapted from previous and/or analogous technologies, for convenience in describing novel items or processes, do not necessarily retain all aspects of conventional usage of such terminology.

The foregoing discussion of the invention has been presented for purposes of illustration and description. The foregoing is not intended to limit the invention to the form or forms disclosed herein. Although the description of the invention has included description of one or more embodiments and certain variations and modifications, other variations and modifications are within the scope of the invention, e.g. as may be within the skill and knowledge of those in the art, after understanding the present disclosure. It is intended to obtain rights which include alternative embodiments to the extent permitted, including alternate, interchangeable and/or equivalent structures, functions, ranges or steps to those claimed, whether or not such alternate, interchangeable and/or equivalent structures, functions, ranges or steps are disclosed herein, and without intending to publicly dedicate any patentable subject matter.

What is claimed is:

1. A method for distribution of storable content comprising:  
distributing information content-mastered media including at least said storable content and a media identifier number, to a plurality of users including a first user, said media readable by at least a first media reader apparatus only in response to an access code;  
5 receiving, in said media reader, a first permission code obtained by said first user in exchange for a first payment;  
storing a first code related to a first access code on said media, at a first time; and  
providing at least first access to said storable content by providing said first access code to said first reader apparatus, using said first code.
2. A method, as claimed in claim 1, wherein said step of receiving comprises receiving said permission code via an Internet communications link.
3. A method, as claimed in claim 1, wherein said storable content includes content selected from among text content, music content, software and motion picture content.
4. A method, as claimed in claim 1, further comprising receiving, in said media reader, a second permission code obtained by said first user at a second time, later than said first time, in exchange for a second payment;  
storing a second code related to a second access code on said media; and  
5 providing at least second access, different from said first access, to said storable content by providing said second access code to said reader apparatus, using said second code.
5. A method, as claimed in claim 1, further comprising receiving, in said media reader, a second permission code obtained by a second user, different from said first user at a second time, later than said first time, in exchange for a second payment;  
storing a second code related to a second access code on said media; and

providing at least second access, different from said first access, to said storable content by providing said second access code to said reader apparatus, using said second code.

6. A method, as claimed in claim 1, further comprising providing at least said first access to said storable content by providing said first access code to a second reader apparatus, different from said first reader apparatus, using said first code, in the absence of a need for an additional payment.

7. A method, as claimed in claim 1, wherein said step of distributing comprises unsolicited distributing of media.

8. A method, as claimed in claim 1, wherein said step of distributing comprises downloading said content to said media over a communications link.

9. A method, as claimed in claim 8, wherein said communications link is an Internet link.

10. A method, as claimed in claim 1, further comprising calculating said first code based on a combination of said permission code and said media identifier number.

11. A method, as claimed in claim 1, wherein said first access code is said first code.

12. A method, as claimed in claim 1, wherein said first payment is a payment performed by authorizing a charge to a credit or debit account over a communications link.

13. A method, as claimed in claim 1 wherein said first code is calculated by a computer which is remotely connected to said reader device over a communications link.

14. A method, as claimed in claim 13 wherein said communications link is an Internet link.

15. A method for distribution of storable content comprising:  
providing a plurality of information content-mastered media in a retail establishment, said information content-mastered media including at least said storable content and a media identifier number, said media readable by at least a first media reader apparatus only in response to an access code, wherein said retail establishment is accessible to a plurality of users including a first user;

storing, during a first time, at said retail location, a first code related to a first access code on said media in exchange for a first payment by said first user to said retail establishment; and

providing at least first access to said storable content by providing said first access code to said first reader apparatus, using said first code.

16. A method, as claimed in claim 15, further comprising storing a second code related to a second access code on said media obtained at a second time, later than said first time, in exchange for a second payment; and

providing at least second access, different from said first access, to said storable content by providing said second access code to said reader apparatus, using said second code.

17. A method for distribution of storable content comprising:  
copying at least portions of said storable content from information content-mastered media onto a writeable medium to define copied content on said writeable medium, said information content-mastered media including at least said storable content and a first media identifier number, said copied content readable by at least a first media reader apparatus only in response to an access code;

storing, during a first time, a first code related to a first access code on said writeable medium in exchange for a first payment by a first user; and

10

providing at least first access to said copied content by providing said first access code to a first reader apparatus, using said first code.

18. A method, as claimed in claim 17, wherein said writeable medium includes a second media identifier number different from said first media identifier number of said information content-mastered media, and wherein said access code is based on a combination of said second media identifier number and said first code.

19. A method, as claimed in claim 17, further comprising storing a second code related to a second access code on said writeable media obtained at a second time, later than said first time, in exchange for a second payment; and

50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60  
61  
62  
63  
64  
65  
66  
67  
68  
69  
70  
71  
72  
73  
74  
75  
76  
77  
78  
79  
80  
81  
82  
83  
84  
85  
86  
87  
88  
89  
90  
91  
92  
93  
94  
95  
96  
97  
98  
99  
100  
101  
102  
103  
104  
105  
106  
107  
108  
109  
110  
111  
112  
113  
114  
115  
116  
117  
118  
119  
120  
121  
122  
123  
124  
125  
126  
127  
128  
129  
130  
131  
132  
133  
134  
135  
136  
137  
138  
139  
140  
141  
142  
143  
144  
145  
146  
147  
148  
149  
150  
151  
152  
153  
154  
155  
156  
157  
158  
159  
160  
161  
162  
163  
164  
165  
166  
167  
168  
169  
170  
171  
172  
173  
174  
175  
176  
177  
178  
179  
180  
181  
182  
183  
184  
185  
186  
187  
188  
189  
190  
191  
192  
193  
194  
195  
196  
197  
198  
199  
200  
201  
202  
203  
204  
205  
206  
207  
208  
209  
210  
211  
212  
213  
214  
215  
216  
217  
218  
219  
220  
221  
222  
223  
224  
225  
226  
227  
228  
229  
230  
231  
232  
233  
234  
235  
236  
237  
238  
239  
240  
241  
242  
243  
244  
245  
246  
247  
248  
249  
250  
251  
252  
253  
254  
255  
256  
257  
258  
259  
260  
261  
262  
263  
264  
265  
266  
267  
268  
269  
270  
271  
272  
273  
274  
275  
276  
277  
278  
279  
280  
281  
282  
283  
284  
285  
286  
287  
288  
289  
290  
291  
292  
293  
294  
295  
296  
297  
298  
299  
300  
301  
302  
303  
304  
305  
306  
307  
308  
309  
310  
311  
312  
313  
314  
315  
316  
317  
318  
319  
320  
321  
322  
323  
324  
325  
326  
327  
328  
329  
330  
331  
332  
333  
334  
335  
336  
337  
338  
339  
340  
341  
342  
343  
344  
345  
346  
347  
348  
349  
350  
351  
352  
353  
354  
355  
356  
357  
358  
359  
360  
361  
362  
363  
364  
365  
366  
367  
368  
369  
370  
371  
372  
373  
374  
375  
376  
377  
378  
379  
380  
381  
382  
383  
384  
385  
386  
387  
388  
389  
390  
391  
392  
393  
394  
395  
396  
397  
398  
399  
400  
401  
402  
403  
404  
405  
406  
407  
408  
409  
410  
411  
412  
413  
414  
415  
416  
417  
418  
419  
420  
421  
422  
423  
424  
425  
426  
427  
428  
429  
430  
431  
432  
433  
434  
435  
436  
437  
438  
439  
440  
441  
442  
443  
444  
445  
446  
447  
448  
449  
450  
451  
452  
453  
454  
455  
456  
457  
458  
459  
460  
461  
462  
463  
464  
465  
466  
467  
468  
469  
470  
471  
472  
473  
474  
475  
476  
477  
478  
479  
480  
481  
482  
483  
484  
485  
486  
487  
488  
489  
490  
491  
492  
493  
494  
495  
496  
497  
498  
499  
500  
501  
502  
503  
504  
505  
506  
507  
508  
509  
510  
511  
512  
513  
514  
515  
516  
517  
518  
519  
520  
521  
522  
523  
524  
525  
526  
527  
528  
529  
530  
531  
532  
533  
534  
535  
536  
537  
538  
539  
540  
541  
542  
543  
544  
545  
546  
547  
548  
549  
550  
551  
552  
553  
554  
555  
556  
557  
558  
559  
560  
561  
562  
563  
564  
565  
566  
567  
568  
569  
570  
571  
572  
573  
574  
575  
576  
577  
578  
579  
580  
581  
582  
583  
584  
585  
586  
587  
588  
589  
590  
591  
592  
593  
594  
595  
596  
597  
598  
599  
600  
601  
602  
603  
604  
605  
606  
607  
608  
609  
610  
611  
612  
613  
614  
615  
616  
617  
618  
619  
620  
621  
622  
623  
624  
625  
626  
627  
628  
629  
630  
631  
632  
633  
634  
635  
636  
637  
638  
639  
640  
641  
642  
643  
644  
645  
646  
647  
648  
649  
650  
651  
652  
653  
654  
655  
656  
657  
658  
659  
660  
661  
662  
663  
664  
665  
666  
667  
668  
669  
670  
671  
672  
673  
674  
675  
676  
677  
678  
679  
680  
681  
682  
683  
684  
685  
686  
687  
688  
689  
690  
691  
692  
693  
694  
695  
696  
697  
698  
699  
700  
701  
702  
703  
704  
705  
706  
707  
708  
709  
710  
711  
712  
713  
714  
715  
716  
717  
718  
719  
720  
721  
722  
723  
724  
725  
726  
727  
728  
729  
730  
731  
732  
733  
734  
735  
736  
737  
738  
739  
740  
741  
742  
743  
744  
745  
746  
747  
748  
749  
750  
751  
752  
753  
754  
755  
756  
757  
758  
759  
760  
761  
762  
763  
764  
765  
766  
767  
768  
769  
770  
771  
772  
773  
774  
775  
776  
777  
778  
779  
780  
781  
782  
783  
784  
785  
786  
787  
788  
789  
790  
791  
792  
793  
794  
795  
796  
797  
798  
799  
800  
801  
802  
803  
804  
805  
806  
807  
808  
809  
810  
811  
812  
813  
814  
815  
816  
817  
818  
819  
820  
821  
822  
823  
824  
825  
826  
827  
828  
829  
830  
831  
832  
833  
834  
835  
836  
837  
838  
839  
840  
841  
842  
843  
844  
845  
846  
847  
848  
849  
850  
851  
852  
853  
854  
855  
856  
857  
858  
859  
860  
861  
862  
863  
864  
865  
866  
867  
868  
869  
870  
871  
872  
873  
874  
875  
876  
877  
878  
879  
880  
881  
882  
883  
884  
885  
886  
887  
888  
889  
890  
891  
892  
893  
894  
895  
896  
897  
898  
899  
900  
901  
902  
903  
904  
905  
906  
907  
908  
909  
910  
911  
912  
913  
914  
915  
916  
917  
918  
919  
920  
921  
922  
923  
924  
925  
926  
927  
928  
929  
930  
931  
932  
933  
934  
935  
936  
937  
938  
939  
940  
941  
942  
943  
944  
945  
946  
947  
948  
949  
950  
951  
952  
953  
954  
955  
956  
957  
958  
959  
960  
961  
962  
963  
964  
965  
966  
967  
968  
969  
970  
971  
972  
973  
974  
975  
976  
977  
978  
979  
980  
981  
982  
983  
984  
985  
986  
987  
988  
989  
990  
991  
992  
993  
994  
995  
996  
997  
998  
999  
1000  
1001  
1002  
1003  
1004  
1005  
1006  
1007  
1008  
1009  
1010  
1011  
1012  
1013  
1014  
1015  
1016  
1017  
1018  
1019  
1020  
1021  
1022  
1023  
1024  
1025  
1026  
1027  
1028  
1029  
1030  
1031  
1032  
1033  
1034  
1035  
1036  
1037  
1038  
1039  
1040  
1041  
1042  
1043  
1044  
1045  
1046  
1047  
1048  
1049  
1050  
1051  
1052  
1053  
1054  
1055  
1056  
1057  
1058  
1059  
1060  
1061  
1062  
1063  
1064  
1065  
1066  
1067  
1068  
1069  
1070  
1071  
1072  
1073  
1074  
1075  
1076  
1077  
1078  
1079  
1080  
1081  
1082  
1083  
1084  
1085  
1086  
1087  
1088  
1089  
1090  
1091  
1092  
1093  
1094  
1095  
1096  
1097  
1098  
1099  
1100  
1101  
1102  
1103  
1104  
1105  
1106  
1107  
1108  
1109  
1110  
1111  
1112  
1113  
1114  
1115  
1116  
1117  
1118  
1119  
1120  
1121  
1122  
1123  
1124  
1125  
1126  
1127  
1128  
1129  
1130  
1131  
1132  
1133  
1134  
1135  
1136  
1137  
1138  
1139  
1140  
1141  
1142  
1143  
1144  
1145  
1146  
1147  
1148  
1149  
1150  
1151  
1152  
1153  
1154  
1155  
1156  
1157  
1158  
1159  
1160  
1161  
1162  
1163  
1164  
1165  
1166  
1167  
1168  
1169  
1170  
1171  
1172  
1173  
1174  
1175  
1176  
1177  
1178  
1179  
1180  
1181  
1182  
1183  
1184  
1185  
1186  
1187  
1188  
1189  
1190  
1191  
1192  
1193  
1194  
1195  
1196  
1197  
1198  
1199  
1200  
1201  
1202  
1203  
1204  
1205  
1206  
1207  
1208  
1209  
1210  
1211  
1212  
1213  
1214  
1215  
1216  
1217  
1218  
1219  
1220  
1221  
1222  
1223  
1224  
1225  
1226  
1227  
1228  
1229  
1230  
1231  
1232  
1233  
1234  
1235  
1236  
1237  
1238  
1239  
1240  
1241  
1242  
1243  
1244  
1245  
1246  
1247  
1248  
1249  
1250  
1251  
1252  
1253  
1254  
1255  
1256  
1257  
1258  
1259  
1260  
1261  
1262  
1263  
1264  
1265  
1266  
1267  
1268  
1269  
1270  
1271  
1272  
1273  
1274  
1275  
1276  
1277  
1278  
1279  
1280  
1281  
1282  
1283  
1284  
1285  
1286  
1287  
1288  
1289  
1290  
1291  
1292  
1293  
1294  
1295  
1296  
1297  
1298  
1299  
1300  
1301  
1302  
1303  
1304  
1305  
1306  
1307  
1308  
1309  
1310  
1311  
1312  
1313  
1314  
1315  
1316  
1317  
1318  
1319  
1320  
1321  
1322  
1323  
1324  
1325  
1326  
1327  
1328  
1329  
1330  
1331  
1332  
1333  
1334  
1335  
1336  
1337  
1338  
1339  
1340  
1341  
1342  
1343  
1344  
1345  
1346  
1347  
1348  
1349  
1350  
1351  
1352  
1353  
1354  
1355  
1356  
1357  
1358  
1359  
1360  
1361  
1362  
1363  
1364  
1365  
1366  
1367  
1368  
1369  
1370  
1371  
1372  
1373  
1374  
1375  
1376  
1377  
1378  
1379  
1380  
1381  
1382  
1383  
1384  
1385  
1386  
1387  
1388  
1389  
1390  
1391  
1392  
1393  
1394  
1395  
1396  
1397  
1398  
1399  
1400  
1401  
1402  
1403  
1404  
1405  
1406  
1407  
1408  
1409  
1410  
1411  
1412  
1413  
1414  
1415  
1416  
1417  
1418  
1419  
1420  
1421  
1422  
1423  
1424  
1425  
1426  
1427  
1428  
1429  
1430  
1431  
1432  
1433  
1434  
1435  
1436  
1437  
1438  
1439  
1440  
1441  
1442  
1443  
1444  
1445  
1446  
1447  
1448  
1449  
1450  
1451  
1452  
1453  
1454  
1455  
1456  
1457  
1458  
1459  
1460  
1461  
1462  
1463  
1464  
1465  
1466  
1467  
1468  
1469  
1470  
1471  
1472  
1473  
1474  
1475  
1476  
1477  
1478  
1479  
1480  
1481  
1482  
1483  
1484  
1485  
1486  
1487  
1488  
1489  
1490  
1491  
1492  
1493  
1494  
1495  
1496  
1497  
1498  
1499  
1500  
1501  
1502  
1503  
1504  
1505  
1506  
1507  
1508  
1509  
1510  
1511  
1512  
1513  
1514  
1515  
1516  
1517  
1518  
1519  
1520  
1521  
1522  
1523  
1524  
1525  
1526  
1527  
1528  
1529  
1530  
1531  
1532  
1533  
1534  
1535  
1536  
1537  
1538  
1539  
1540  
1541  
1542  
1543  
1544  
1545  
1546  
1547  
1548  
1549  
1550  
1551  
1552  
1553  
1554  
1555  
1556  
1557  
1558  
1559  
1560  
1561  
1562  
1563  
1564  
1565  
1566  
1567  
1568  
1569  
1570  
1571  
1572  
1573  
1574  
1575  
1576  
1577  
1578  
1579  
1580  
1581  
1582  
1583  
1584  
1585  
1586  
1587  
1588  
1589  
1590  
1591  
1592  
1593  
1594  
1595  
1596  
1597  
1598  
1599  
1600  
1601  
1602  
1603  
1604  
1605  
1606  
1607  
1608  
1609  
1610  
1611  
1612  
1613  
1614  
1615  
1616  
1617  
1618  
1619  
1620  
1621  
1622  
1623  
1624  
1625  
1626  
1627  
1628  
1629  
1630  
1631  
1632  
1633  
1634  
1635  
1636  
1637  
1638  
1639  
1640  
1641  
1642  
1643  
1644  
1645  
1646  
1647  
1648  
1649  
1650  
1651  
1652  
1653  
1654  
1655  
1656  
1657  
1658  
1659  
1660  
1661  
1662  
1663  
1664  
1665  
1666  
1667  
1668  
1669  
1670  
1671  
1672  
1673  
1674  
1675  
1676  
1677  
1678  
1679  
1680  
1681  
1682  
1683  
1684  
1685  
1686  
1687  
1688  
1689  
1690  
1691  
1692  
1693  
1694  
1695  
1696  
1697  
1698  
1699  
1700  
1701  
1702  
1703  
1704  
1705  
1706  
1707  
1708  
1709  
1710  
1711  
1712  
1713  
1714  
1715  
1716  
1717  
1718  
1719  
1720  
1721  
1722  
1723  
1724  
1725  
1726  
1727  
1728  
1729  
1730  
1731  
1732  
1733  
1734  
1735  
1736  
1737  
1738  
1739  
1740  
1741  
1742  
1743  
1744  
1745  
1746  
1747  
1748  
1749  
1750  
1751  
1752  
1753  
1754  
1755  
1756  
1757  
1758  
1759  
1760  
1761  
1762  
1763  
1764  
1765  
1766  
1767  
1768  
1769  
1770  
1771  
1772  
1773  
1774  
1775  
1776  
1777  
1778  
1779  
1780  
1781  
1782  
1783  
1784  
1785  
1786  
1787  
1788  
1789  
1790  
1791  
1792  
1793  
1794  
1795  
1796  
1797  
1798  
1799  
1800  
1801  
1802  
1803  
1804  
1805  
1806  
1807  
1808  
1809  
1810  
1811  
1812  
1813  
1814  
1815  
1816  
1817  
1818  
1819  
1820  
1821  
1822  
1823  
1824  
1825  
1826  
1827  
1828  
1829  
1830  
1831  
1832  
1833  
1834  
1835  
1836  
1837  
1838  
1839  
1840  
1841  
1842  
1843  
1844  
1845  
1846  
1847  
1848  
1849  
1850  
1851  
1852  
1853  
1854  
1855  
1856  
1857  
1858  
1859  
1860  
1861  
1862  
1863  
1864  
1865  
1866  
1867  
1868  
1869  
1870  
1871  
1872  
1873  
1874  
1875  
1876  
1877  
1878  
1879  
1880  
1881  
1882  
1883  
1884  
1885  
1886  
1887  
1888  
1889  
1890  
1891  
1892  
1893  
1894  
1895  
1896  
1897  
1898  
1899  
1900  
1901  
1902  
1903  
1904  
1905  
1906  
1907  
1908  
1909  
1910  
1911  
1912  
1913  
1914  
1915  
1916  
1917  
1918  
1919  
1920  
1921  
1922  
1923  
1924  
1925  
1926  
1927  
1928  
1929  
1930  
1931  
1932  
1933  
1934  
1935  
1936  
1937  
1938  
1939  
1940  
1941  
1942  
1943  
1944  
1945  
1946  
1947  
1948  
1949  
1950  
1951  
1952  
1953  
1954  
1955  
1956  
1957  
1958  
1959  
1960  
1961  
1962  
1963  
1964  
1965  
1966  
1967  
1968  
1969  
1970  
1971  
1972  
1973  
1974  
1975  
1976  
1977  
1978  
1979  
1980  
1981  
1982  
1983  
1984  
1985  
1986  
1987  
1988  
1989  
1990  
1991  
1992  
1993  
1994  
1995  
1996  
1997  
1998  
1999  
2000  
2001  
2002  
2003  
2004  
2005  
2006  
2007  
2008  
2009  
2010  
2011  
2012  
2013  
2014  
2015  
2016  
2017  
2018  
2019  
2020  
2021  
2022  
2023  
2024  
2025  
2026  
2027  
2028  
2029  
2030  
2031  
2032  
2033  
2034  
2035  
2036  
2037  
2038  
2039  
2040  
2041  
2042  
2043  
2044  
2045  
2046  
2047  
2048  
2049  
2050  
2051  
2052  
2053  
2054  
2055  
2056  
2057  
2058  
2059  
2060  
2061  
2062  
2063  
2064  
2065  
2066  
2067  
2068  
2069  
2070  
2071  
2072  
2073  
2074  
2075  
2076  
2077  
2078  
2079  
2080  
2081  
2082  
2083  
2084  
2085  
2086  
2087  
2088  
2089  
2090  
2091  
2092  
2093  
2094  
2095  
2096  
2097  
2098  
2099  
2100  
2101  
2102  
2103  
2104  
2105  
2106  
2107  
2108  
2109  
2110  
2111  
2112  
2113  
2114  
2115  
2116  
2117  
2118  
2119  
2120  
2121  
2122  
2123  
2124  
2125  
2126  
2127  
2128  
2129  
2130  
2131  
2132  
2133  
2134  
2135  
2136  
2137  
2138  
2139  
2140  
2141  
2142  
2143  
2144  
2145  
2146  
2147  
2148  
2149  
2150  
2151  
2152  
2153  
2154  
2155  
2156  
2157  
2158  
2159  
2160  
2161  
2162  
2163  
2164  
2165  
2166  
2167  
2168  
2169  
2170  
2171  
2172  
2173  
2174  
2175  
2176  
2177  
2178  
2179  
2180  
2181  
2182  
2183  
2184  
2185  
2186  
2187  
2188  
2189  
2190  
2191  
2192  
2193  
2194  
2195  
2196  
2197  
2198  
2199  
2200  
2201  
2202  
2203  
2204  
2205  
2206  
2207  
2208  
2209  
2210  
2211  
2212  
2213  
2214  
2215  
2216  
2217  
2218  
2219  
2220  
2221  
2222  
2223  
2224  
2225  
2226  
2227  
2228  
2229  
2230  
2231

distributing a plurality of media each including at least said storable content and a distinct media identifier number, to a plurality of users including a first user, said media readable by at least a first media reader apparatus only in response to an access code;

5 storing a first code related to a first access code on said media, at a first time, in exchange for a first payment; and

providing at least first access to said storable content by providing said first access code to said first reader apparatus, using said first code.

22. The method of claim 21 wherein said storable content includes information content-mastered content.

23. The method of claim 21 wherein said storable content includes serially-written content.

24. A method of advertising, comprising:  
distributing optical disks including at least a first electronically stored advertisement wherein at least a portion of said optical disk is writeable.

25. A method, as claimed in claim 24, wherein said advertisement is interactive.

26. A method, as claimed in claim 24, wherein said advertisement includes a user-activatable hyperlink.

27. A method, as claimed in claim 24, wherein said advertisement includes an advertisement for content stored on said optical disk, wherein said content is accessible only in exchange for a payment.

28. A method, as claimed in claim 24, wherein said advertisement is automatically displayed in response to at least one instance of an insertion of said optical disk into a player apparatus.

29. A method, as claimed in claim 15, wherein said retail location comprises a vending machine.

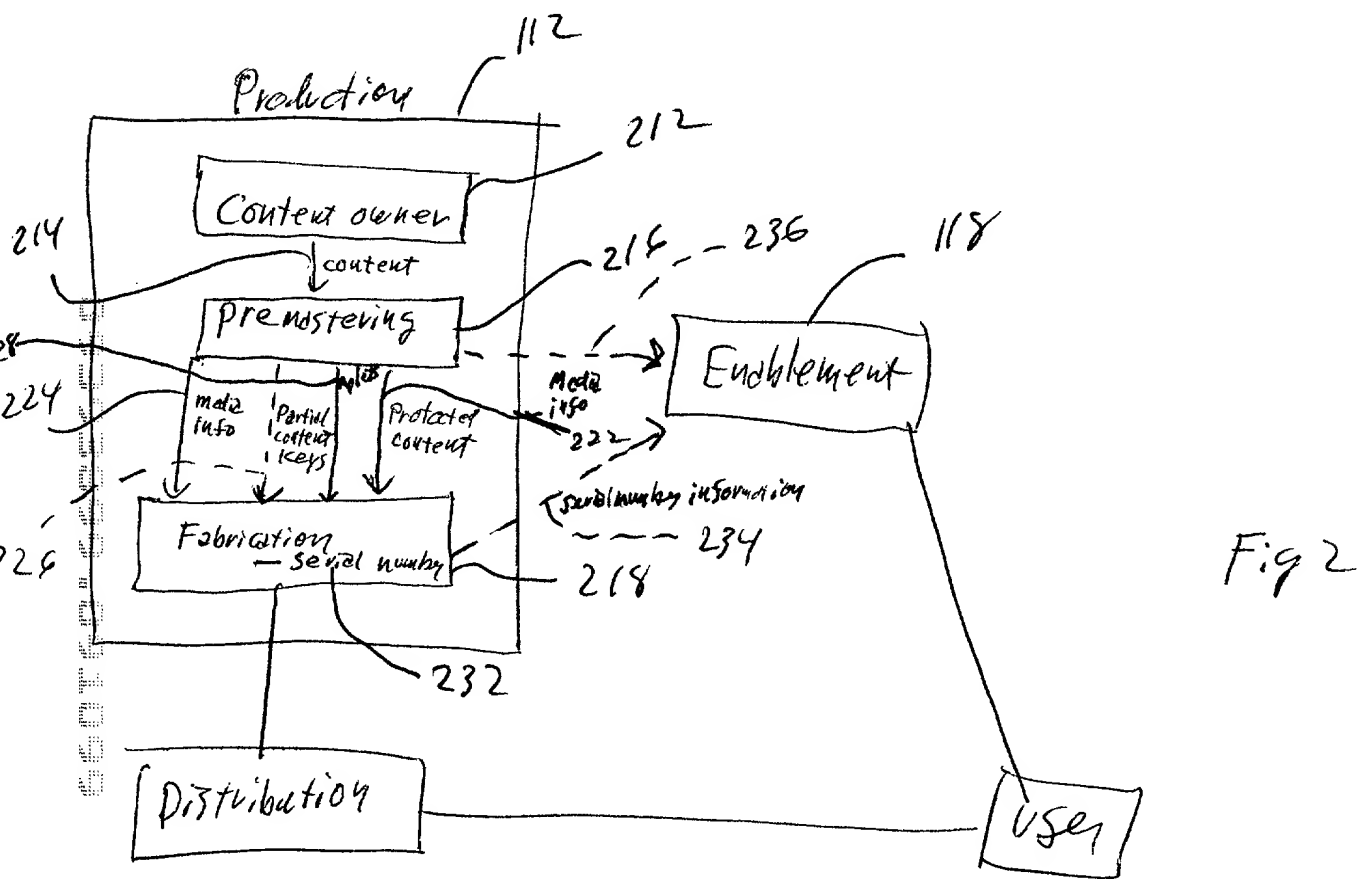
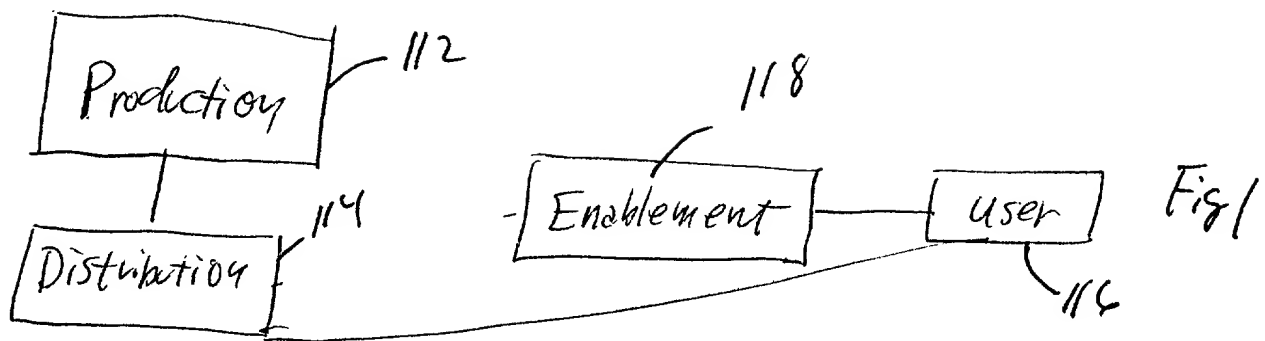


## ABSTRACT

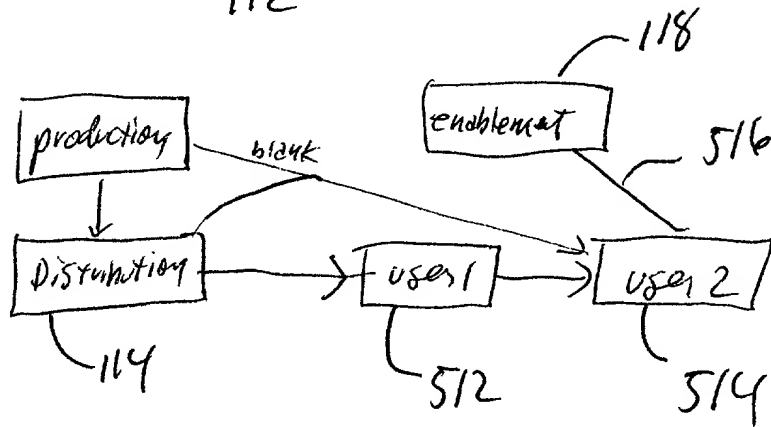
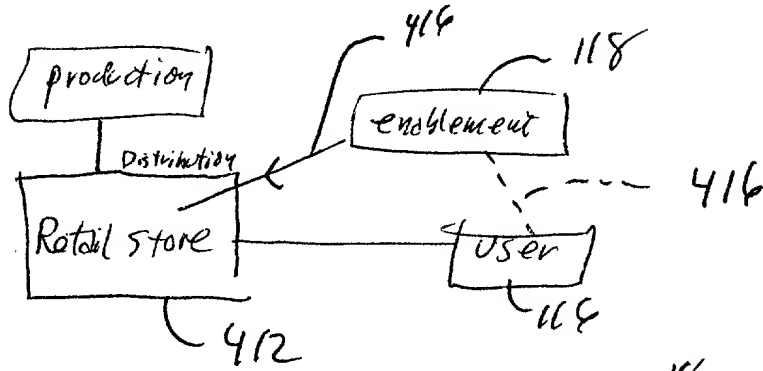
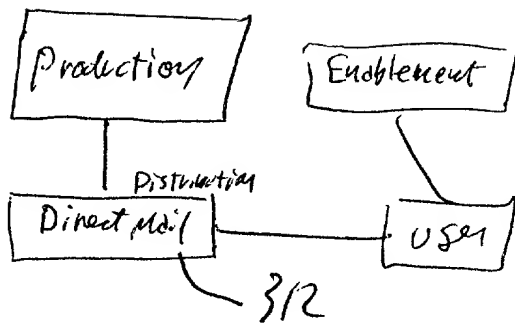
Media which stores protected content is distributed to users without the need for payment at the time of media distribution. Payment can be performed at a later time in response to which content may be enabled, and/or users may selectively pay for, and receive enablement of, content such that only portions of content on given media may be accessible at a given time. Following the first enablement of content, access rights may be expanded or otherwise changed, e.g., in response to a second payment.

M:\4154\3\pat-app-3.wpd

①



2)



09303099 091099 660160 666666

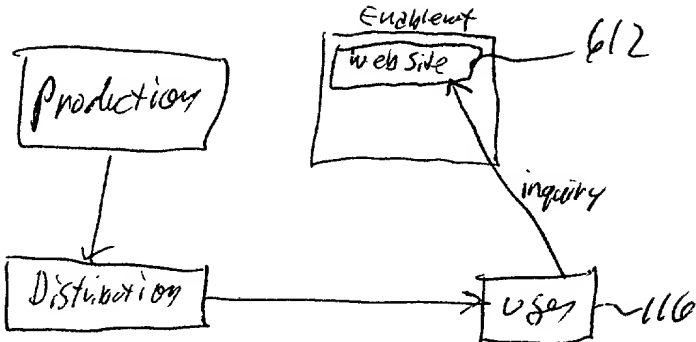


Fig 6A

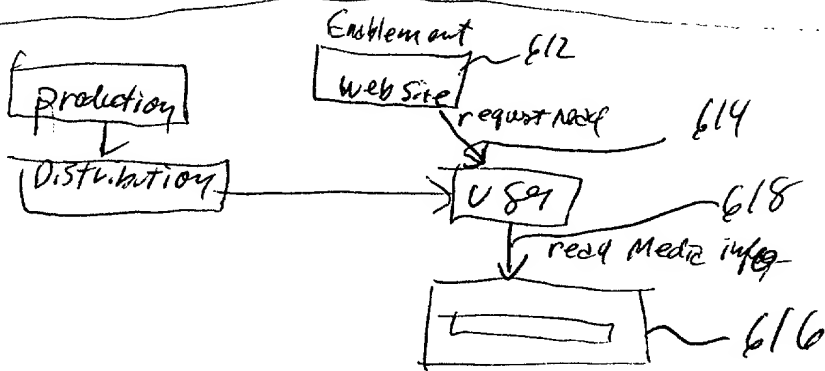


Fig 6B

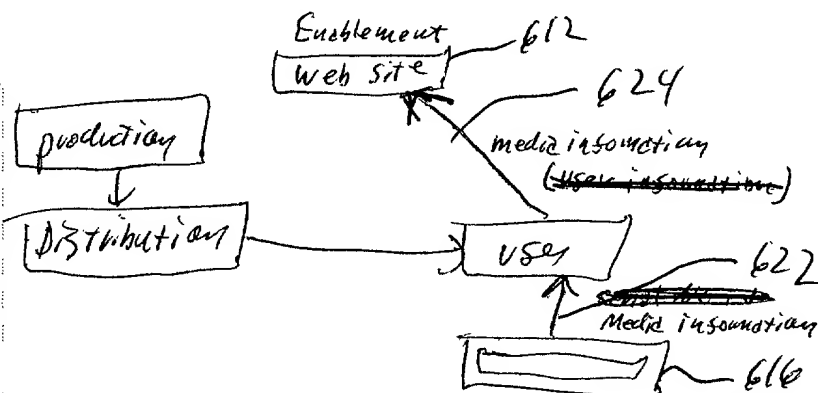


Fig 6C

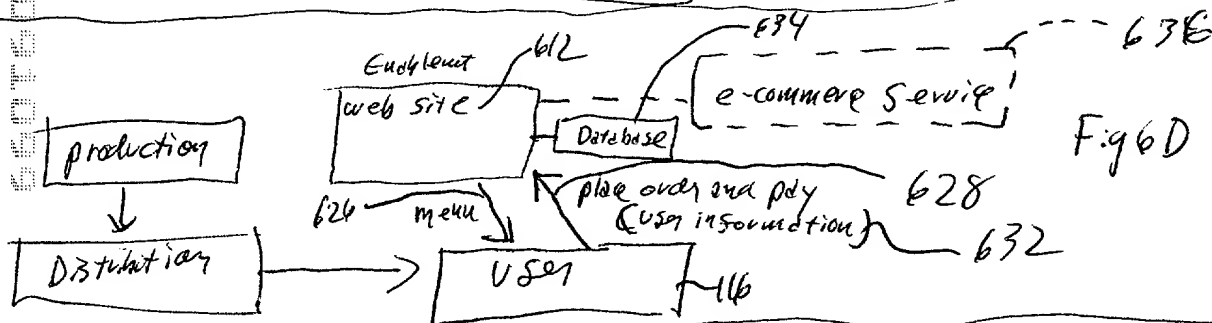


Fig 6D

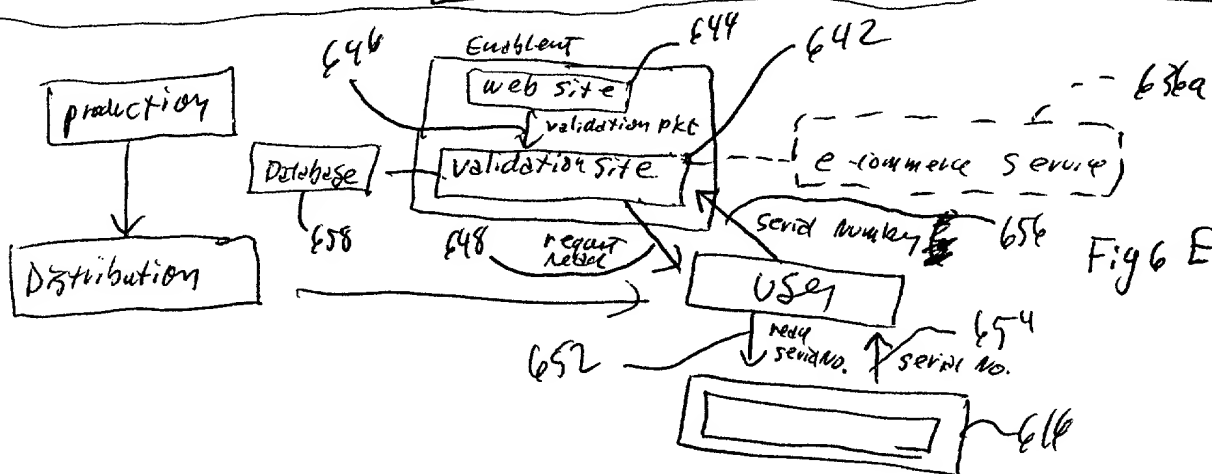
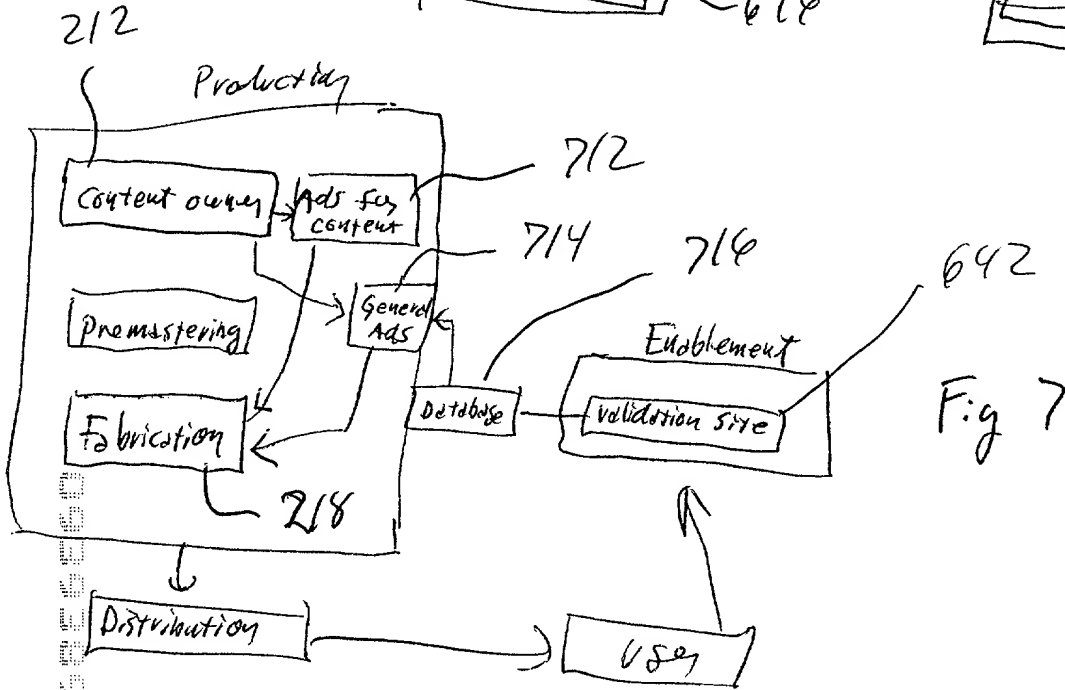
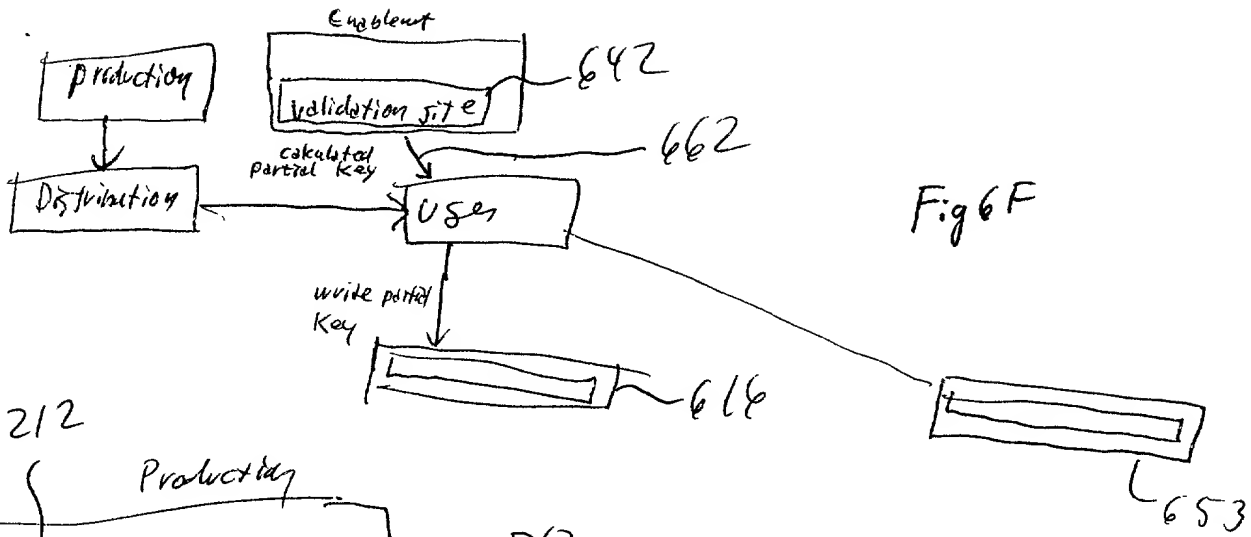
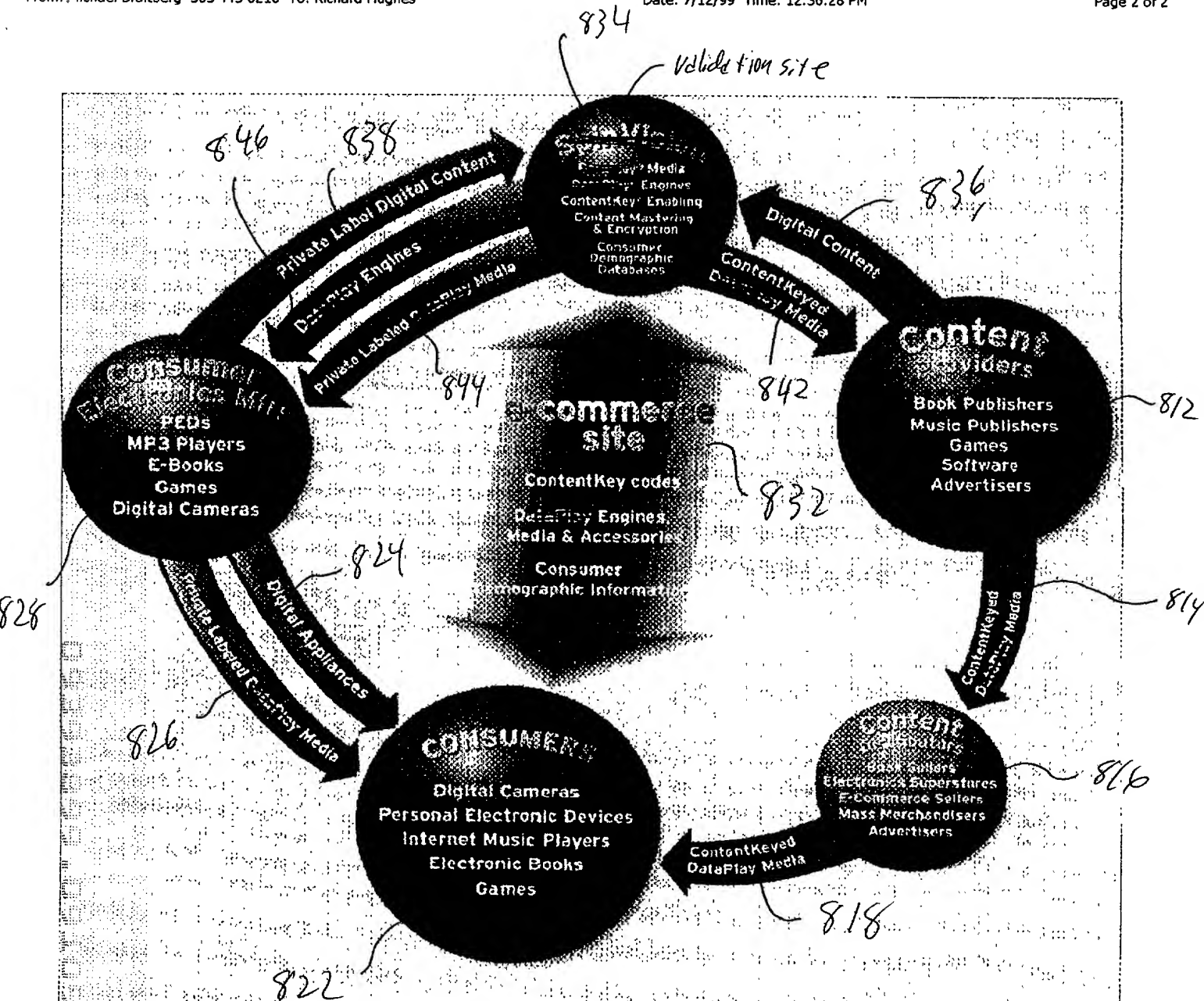


Fig 6E





# SpinVision

## Web-Enabled Business Model

July 9, 1999

• CONFIDENTIAL •

Name: SV Bus Model .jpg  
 Dimensions: 1385 x 1606 pixels

Fig 8